Under the Films, Videos, and Publications Classification Regulations 1994

Type of Publication: Video Slick

TITLE: Joey Silvera's Big-Ass Greek Machine of Butt Row

OFLC: 9801067

HEADNOTE

Decision:

Not Approved.

Submission procedure:

The Labelling Body submitted this video slick to the Office of Film and Literature Classification (the Classification Office) for approval under Regulation 27(1) of the Films, Videos, and Publications Classification Regulations 1994.

Description of the video slick:

The video slick advertises the related video recording *Joey Silvera's Big Ass Greek "Machine".*

The video slick contains numerous small and medium-sized colour photographs of nude and semi-nude women in sexual poses and engaged in sexual activities. The images on the front cover show the heads, torsos and thighs of women, most of whom look directly at the camera. The poses are sexually provocative, with the main focus on the women's breasts and buttocks. Similar depictions appear on the spine and the back cover, but the majority of back cover images show sexual activity, including intercourse, fellatio and use of a dildo in the anus.

Some individuality is contributed by small captions which name many of the women. Other text includes the title and various phrases such as "Big ass fucking" and "10 girls - no waiting!!". A credit to "The Evil Empire" appears in a prominent position on the front cover and the spine.

Examination of film posters by the Classification Office:

Under regulation 28(3)(a), if the Classification Office considers that, if the film poster were submitted under s13(1) of the Films, Videos, and Publications Classification Act 1993 (FVPC Act) for a decision on its classification, the film poster would be likely to be classified under s23 of the FVPC Act as objectionable, the Classification Office shall refuse to approve the film poster.

New Zealand Bill of Rights Act 1990:

Section 14 of the New Zealand Bill of Rights Act 1990 (NZBR Act) states that everyone has "the freedom to seek, receive, and impart information and opinions of any kind and in any form." Under s5 of the NZBR Act, this right is subject only to "such reasonable limits prescribed by law as can be demonstrably justified in a free and democratic society." Section 6 states that "Wherever an enactment can be given a meaning that is consistent with this Bill of Rights, that meaning shall be preferred to any other meaning."

There is no specific proscription under the FVPC Act that applies to this particular publication by reason of the nature of the contents; therefore s14 applies.

Conclusion:

The extent and degree of degrading and demeaning material depicted in the video slick *Joey Silvera's Big-Ass Greek Machine of Butt Row* is such that the video slick is not approved.

The slick is made up of a dense montage of images of women in sexual poses and engaged in sexual activity. There is an almost exclusive focus on women models, posed in a sexually provocative manner which emphasises their breasts and buttocks. In many of the images the women look out of the frame at the camera and appear to be offering themselves directly to the viewer. In others they present their genitals and other body parts to the camera in the same direct way. The number of such images and the manner of their presentation reduces women to the sum of their body parts. The overall effect of such a representation, in combination with the use of text such as "Big ass Greek machine" and "Big ass fucking", accentuates women's availability for sexual use. The reduction of women to sexual objects in this way, in an advertisement intended for public display, is degrading and demeaning.

The Classification Office has weighed the competing considerations of the issues raised above and the rights and freedoms set out in s14 of the NZBR Act. The Office is of the opinion that the degrading and demeaning nature of the material presented makes it likely that, if the video slick were to be submitted for classification under s13(1) of the FVPC Act, it would be classified as objectionable. Limitation of the rights contained in s14 of the NZBR Act is justified in order to prevent injury to the public good arising from the availability of the slick.

In accordance with regulation 28(3)(a), the video slick *Joey Silvera's Big-Ass Greek Machine of Butt Row* is:

Not approved.